ABSTRACT OF THE DISCLOSURE

In a pivoting guide for a traveling transmission chain, composed of a synthetic resin body having a shoe and a slotted reinforcement, and a plate fitting into the slot, the plate has a mounting hole received on a boss formed on the guide body and coaxial with a mounting hole on the guide body which receives a pivot shaft. This structure facilitates assembly and mounting because the plate is securely attached to the guide body before the assembly is mounted. The plate does not contact the pivot shaft, and therefore full advantage is taken of the self-lubricating property of the synthetic resin. The boss may be elongated so that the length of the mounting hole of the guide body is greater than the width of the shoe so that wear in of the guide body due to biased loads is dispersed, and the useful life of the guide is extended.